

Today's
Date:

7/1

Phone Survey of Retail Managers

Area: L.A. 2

Name: Linda

Store: Papa's Country Store

Phone #: (805) 724-1634

17518 Elizabeth Lake Rd.
Lake Hughes CA

Date of

Promo: 6/28/97

M.M.: Cynthia Dow

Times: 12-6

- Did the van arrive on time? yes
- Did the van depart as scheduled? yes
- Did the SPR's conduct themselves in a professional manner?
yes, they were very nice
- How far in advance did you receive the P.O.S. material?
3 weeks
- Were you generally pleased with the effect the promotion had on your cigarette sales?
yes, very much so
- Do you have any ideas on how the program might be improved?

Some people were upset when they ran out of cooler bags, otherwise it was great.

2070825625